



BEAUTY
INNOVATOR
AWARD
2023-24

SHISEIDO
PROFESSIONAL

BEAUTY INNOVATOR AWARD 2023-24

兩年一度的 BEAUTY INNOVATOR AWARD (BIA) 造型比賽，讓亞洲頂尖美學領創者雲集東京，以無比創意角逐殊榮。在 BIA 的舞台上，每位參賽者都能透過攝影作品和現場比賽 2 個環節，真實地展示其超卓的造型技巧。

The BEAUTY INNOVATOR AWARD is a biennial hair competition where leading beauty creators across Asia gather in Tokyo and compete using their creativity. The BIA offers opportunities for the creators to demonstrate their skills in a realistic way through photographic creations and live model demonstration.

比賽流程 CONTEST FLOW

第一步

初評

STEP 1
PRELIMINARY
EVALUATION

攝影作品評選 Photo Evaluation

- 報名日期 Entry period:
01/09 - 30/11/2023
September 1 (Fri) to November 30 (Thu), 2023
- 獎項 Award:
每個賽區各組別選出1名冠軍
A winner of the Grand Prix will be selected from each country / area
- 公佈賽果 Announcement of Grand Prix winners:
03/2024 (暫定)*
Around March 2024 (tentative)*

*SHISEIDO PROFESSIONAL 官方網站和社交平台將於稍後時間公佈現場比賽的日期及地點。
A notice on the date of announcement will be posted on the official website and social media accounts after the details are finalized.

第二步

總評

STEP 2
FINAL
EVALUATION

模特兒作品評選 Model Evaluation

- 現場比賽 Live model competition:
06-09/2024 (暫定)*
June to September, 2024 (tentative)*
- 獎項 Award:
從所有賽區的組別冠軍中選出1名亞洲總冠軍
One Asia Champion will be selected from among the national Grand Prix winners.
- 公佈賽果 Announcement of Asia Champion:
於SHISEIDO PROFESSIONAL 舉辦的BEAUTY CONGRESS 2024活動中公佈(與現場比賽同日進行)
It will be announced at BEAUTY CONGRESS 2024, a beauty event organized by Shiseido Professional. (It will be held on the same day as the model competition.)

*SHISEIDO PROFESSIONAL 官方網站和社交平台將於稍後時間公佈現場比賽的日期及地點。A notice on the date and venue of the live model competition and the beauty event will be posted on the official website and social media accounts after the details are finalized.

參賽組別 CATEGORIES

美學創作組別 ART CREATION CATEGORY

富藝術感和創意的髮型 Artistic and creative hairstyles

- 參賽者須自定主題並按主題進行創作。
Entrants should decide on their theme by themselves and create work(s) based on the theme.
- 可採用任何髮型類別，如剪裁和盤髮。
The hairstyle can be of any genre such as a cut style or up-do.
- 可採用任何形式的駁髮、髮片或假髮*。
The use of hair pieces, extensions, and accessories is permitted.*

* 整個頭部不可被非髮絲的東西遮蓋，如帽、線、紗或稻草，否則將被取消資格。
However, submissions will be disqualified if the entire head is covered by anything other than hair, such as a hat, wires, wool, or straw.

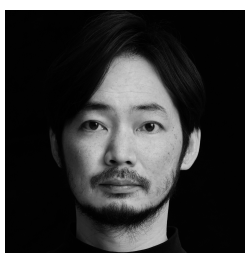
髮廊創作組別 REAL CREATION CATEGORY

展現專業剪裁及髮色技巧的真髮髮型 Real hairstyles that can be recreated through cut and color salon work

- 參賽者須自定主題並按主題進行創作。
Entrants should decide on their theme by themselves and create work(s) based on the theme.
- 參賽者須採用模特兒的真髮進行剪裁和髮色設計*。
Entrants are required to develop a cut & color style using the model's natural hair.*
- 不可採用任何形式的駁髮、髮片或假髮。
The use of hair pieces, extensions, and accessories is not permitted.

*不接受盤髮設計 Up-dos are not permitted.

日本評審團 JAPAN JUDGES



Takashi Kojo
DADA CuBiC



Takahisa Okamura
MINX



Tsubasa Kamitani
SCREEN



原田 忠
Tadashi Harada
SHISEIDO



神宮司 芳子
Yoshiko Jinguji
SHISEIDO



計良 宏文
Hirofumi Kera
SHISEIDO



進藤 郁子
Ikuko Shindo
SHISEIDO



Rie Iseki
THE REMMY

THE REMMY

香港評審團 HONG KONG JUDGES



Ben Lee
殿堂級髮型師
Legendary Hairstylist



Kary Kwok
殿堂級美術指導
Legendary Art Director



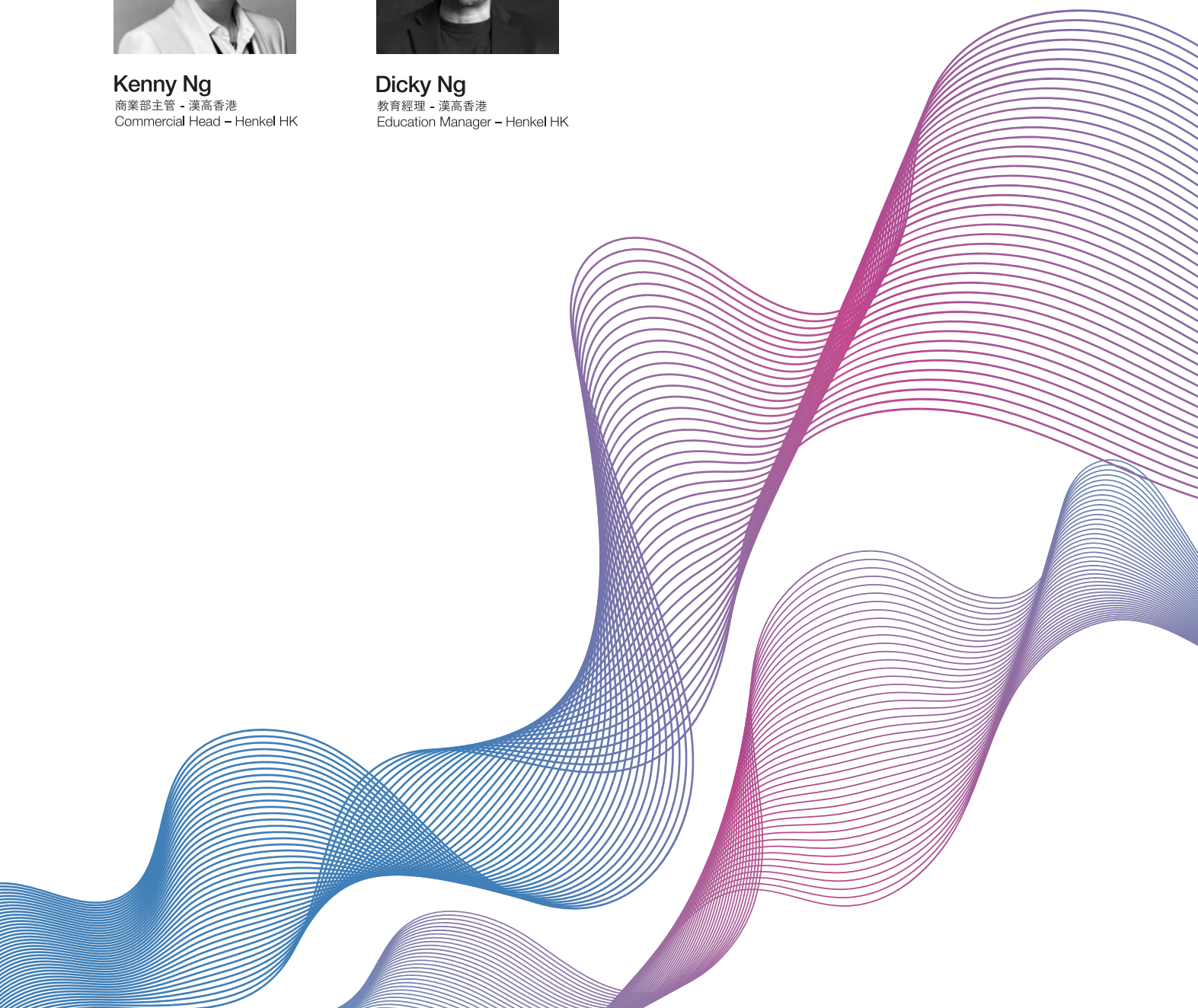
Teddy Ng
資深專業廣告攝影師
Veteran Commercial Photographer



Kenny Ng
商業部主管 - 漢高香港
Commercial Head - Henkel HK



Dicky Ng
教育經理 - 漢高香港
Education Manager - Henkel HK



特別獎 EXTRA PRIZES

因應情況獎項或會有變
Please note that the extra prizes are subject to change.

亞洲總冠軍 Asia Champion Award

(從所有賽區冠軍中選出每個組別的1位優勝者)

(One winner in each Category from eight countries / areas in Asia)

1. 獲頒獎座
Awarding of the trophy
2. 獲邀出席於2024年舉行的BEAUTY INNOVATOR AWARD 2023頒獎禮
Invitation to Beauty Innovator Award 2023 Ceremony (it will be held in 2024)
3. 獲邀出席專屬的造型攝影工作坊 (2025年)
Participation in a personalized photo shoot event

活動乃SHISEIDO PROFESSIONAL專為亞洲總冠軍髮型師而設，髮型師可揀選最喜愛的1位評審，作為工作坊的造型及攝影顧問*。
A personalized photo shoot is a customized seminar that Shiseido Professional will arrange only for the Asia Champion winner (it will be held in 2025).

Entrants can choose one of your favorite artists from among the judges as an advisor when creating works and shooting.*

* 除非出現無可避免的情況，我們會在人選和時間上盡力安排。

We will try to adjust the schedule however, please note that we may not be able to meet the request due to unavoidable reasons.

冠軍 Grand Prix

(每個賽區各組別的冠軍)

(One winner in each Category from Japan)

1. 獲邀參加於日本舉行的模特兒作品現場總評，爭取成為亞洲總冠軍[^]，並出席由SHISEIDO PROFESSIONAL舉辦的美學盛事BEAUTY CONGRESS 2024。
Invitation to the Final Live Model competition of the Asia Champion Award and the award ceremony at BEAUTY CONGRESS 2024, a beauty event organized by Shiseido Professional.[^]
2. 獲邀出席於2024年舉行的BEAUTY INNOVATOR AWARD 2023頒獎禮
Invitation to Beauty Innovator Award 2023 Ceremony (it will be held in 2024)
3. SHISEIDO PROFESSIONAL HK HK\$9,000 教育基金 (適用於美容美髮行業持續教育或培訓課程)
SHISEIDO PROFESSIONAL HK HK\$9,000 education fund (for beauty and hair beauty continuing education or training program)

[^] 總評日期和賽果將於SHISEIDO PROFESSIONAL的官方網站和社交平台公佈

The date of the model competition and the announcement of the Asian champion will be announced on the official website and SNS after the details are decided.

報名須知 ENTRY REQUIREMENTS

- 報名日期: 01/09 - 30/11/2023
Entry period: September 1 (Fri) to November 30 (Thu), 2023
- 報名/提交作品方法: SHISEIDO PROFESSIONAL官方網站的BEAUTY INNOVATOR AWARD 2023-24部分或按
<https://www.shiseido-professional.com/zh-Hant-HK/news-and-events/beauty-innovator-award-2023-24>
Entry method: Online submissions
Please enter your submission via the BEAUTY INNOVATOR AWARD 2023-24 entry page on Shiseido Professional's official website.
Click here to enter
<https://www.shiseido-professional.com/en-HK/news-and-events/beauty-innovator-award-2023-24>
- 報名費: 免費
Entry fee: free
- 報名資格: 任何年齡和經驗的髮廊髮型師
Entry qualification: Hair stylists (barber's or cosmetologist's license holders) of all ages and levels of experience



查詢 FOR INQUIRIES

BEAUTY INNOVATOR AWARD 2023-24
SHISEIDO PROFESSIONAL HK
漢高香港控股有限公司 Henkel Hong Kong Holding Ltd.
香港電氣道169號9樓 9/F., No. 169 Electric Road, Hong Kong
電話 Tel.: +852 2233 0226
傳真 Fax: +852 2598 6887

比賽要求 REQUIREMENTS

美學創作組別 - 創作要求 Art Creation Category – Creative Requirements

- 接受任何類型的髮型, 包括剪髮或盤髮設計。
- 可使用任何形式的駁髮、髮片或假髮, 惟整個頭部不可被非髮絲的東西遮蓋, 如帽、線、紗或稻草, 否則將被取消資格。
- 必須使用SHISEIDO PROFESSIONAL產品, 而不可使用其他品牌的產品。
- The hairstyle can be of any genre such as a cut style or up-do.
- The use of hair pieces, extensions, and accessories is permitted. (However, submissions will be disqualified if the entire head is covered by anything other than hair, such as a hat, wires, wool, or straw.)
- Use only Shiseido Professional products for your work. (Use of products other than Shiseido Professional will not be permitted.)

髮廊創作組別 - 創作要求 Real Creation Category – Creative Requirements

- 必須以模特兒的真髮進行剪裁和髮色設計, 不可採用盤髮。
- 不可使用任何形式的駁髮、髮片或假髮。
- 必須使用SHISEIDO PROFESSIONAL產品, 而不可使用其他品牌的產品。
- Entrants are required to develop a cut & color style using the model's natural hair. (Up-dos are not permitted.)
- The use of hair pieces, extensions, and accessories is not permitted.
- Use only Shiseido Professional products for your work. (Use of products other than Shiseido Professional will not be permitted.)

兩個組別 - 其他要求 Both Categories - Other Requirements

- 1件作品只可參加1個組別的比賽。
- 參賽者可在每個組別提交多於1件且不同主題的作品。
- 參賽者必須全程創作和完成模特兒的髮型。
- 模特兒性別不限, 專業或業餘皆可。
- 在提交作品前, 請先獲得模特兒、攝影師和任何其他支援團隊成員的同意。
- Entrants can only be submitted their work(s) to a single category.
- Multiple entries can be submitted per Category based on different themes.
- Use only Shiseido Professional products for your work. (Use of products other than Shiseido Professional will not be permitted)
- The model's hair must be styled from start to finish by the entrant.
- Models can be of any gender, professional or amateur.
- Please obtain the consent of the model, photographer and any other supporting members before submitting your entry.

兩個組別 - 不合資格的作品 Both Categories - Non-eligible Entries

- 參賽作品必須是原創及不曾公開。不接受曾參加其他比賽或過往BIA的作品, 亦不接受同一作品以不同拍攝角度、姿勢或服裝作多次參賽。
- 作品必須展示原創的意念和點子。若作品相當近似曾參加其他比賽的作品, 經評審團商議後作品或會被取消參賽或獲獎資格。
- 作品不可同時參加其他比賽或於業界的雜誌刊物或媒體展出 (個人社交平台除外)。
- 不可使用Photoshop或類似軟件改變攝影作品的髮型、豐盈度或質感。該類軟件只可用作移除非刻意塑造或翹起的髮絲, 或用於模特兒皮膚、服裝和背景。
- 若作品在創作、攝影或參賽過程中違反任何參賽準則或要求, 即使已通過篩選程序, 亦將被取消資格。
- 違反以上準則或要求者將不能參加本公司日後舉辦的任何比賽。
- Submissions must be original, unpublished works. ·Works previously entered in other contests or BIA in previous years will not be eligible. (Identical works with different angles, poses or clothes will also not be eligible.)
- Works must demonstrate original forms of expression and creativity. If a submission is found to be strikingly similar to works presented in other contests, the submission or award may be disqualified upon thorough deliberation by the jury.
- Works entered in this award must not be submitted to other contests or published in magazines or other media of the beauty industry (except for on personal social media accounts).
- For submissions to be eligible, Photoshop and all other computer graphics application software must not be used to create any form of alteration to the hair's silhouette, volume and texture in the photographed creation. However, such programs may only be used on the hair to remove unintended or flyaway hair and also on the model's skin, costume, background and hair's silhouette.
- If a submission is found to be in violation with this and other requirements for the creation of works, photography, and entry procedures, it will be disqualified, even after completion of the selection process.
- In the cases of such a violation submissions will be refused in the future.

攝影作品要求 PHOTOGRAPHY REQUIREMENTS

- 必須為A4尺寸 (210 x 297毫米) 的直度照片。
- JPG、PNG、HEIF或HEIC電腦檔均可。
- 電腦檔大小須為5MB至8MB。
- 建議規格為300 dpi或3508(高) x 2480(闊)像素。
- 必須展示模特兒腰部以上或更貼近頭部的影像, 以供仔細檢視。若未能展示完整的頭部輪廓, 作品將被取消資格。
- 冠軍得獎者須提交約50MB (8位元) 的RGB作品電腦檔, 供印刷之用。
- Photography size must be A4 (210mm x 297mm) with portrait format.
- 4 formats as JPG / PNG / HEIF / HEIC are available.
- Data size must be in 5MB~8MB.
- Suggested to have 300 dpi or 3508(H) pixels × 2480(W) pixels.
- Photographs must show the model from the waist up or closer and allow a detailed view of the hair design (submissions will be disqualified if the outline of the head is not shown clearly.)
- Grand Prix winners will be asked to resubmit their work in a larger size so that it can be printed (around 50MB, 80bit and RGB).

攝影作品的主要評審準則 Key points of Photograph Evaluation

- 照片的整體構圖和作品的完成度
- 新鮮感、時尚感和髮型設計的平衡
- 處理質感和細節的技術水平
- 髮型設計和化妝與模特兒的配合度
- 作品與主題的吻合度
- Overall composition of photograph and degree of perfection as a creative piece
- Freshness, trendiness, and balance of the hair design
- Technical expression of textures and details
- Whether the hair design and makeup suit the model
- The work matches the theme selected by the entrant.

模特兒作品要求 MODEL COMPETITION REQUIREMENT

- 各組別的創作要求適用於初評的照片評審和總評的現場模特兒作品評審。
- 進入總評的髮型和模特兒無須與攝影作品的髮型和模特兒相同, 惟兩輪作品必須按同一主題進行創作。
- 總評階段容許使用支援團隊 (如化妝) 作賽前準備。
- The creative requirements for each Category will be applied to both the Preliminary Photograph Evaluation and the Final Live Model Evaluation.
- The hairstyle and model to be presented in the Final Live Model Evaluation do not have to be identical to the entrant's photograph submission. However, your creation must be based on the same theme as the photograph submission.
- The use of supporting members is permitted during prep work for the Final Live Model Evaluation (such as makeup).

模特兒作品的主要評審準則 Key points of Model Evaluation

- 髮型和服裝的整體美感平衡和作品的完成度
- 新鮮感、時尚感和髮型設計的平衡
- 處理質感和細節的技術水平
- 髮型設計和化妝與模特兒的配合度
- 作品與主題的吻合度
- Overall aesthetic balance of the hair and costume, as well as degree of perfection as a creative piece
- Freshness, trendiness, and balance of the hair design
- Technical expression of textures and details
- Whether the hair design and makeup suit the model
- The work matches the theme selected by the entrant.

其他須知 OTHER POINTS TO NOTE

- 參賽作品的版權歸SHISEIDO PROFESSIONAL Inc. (「本公司」) 所有, 參賽者不得就所提交的作品行使作者人格權。
- 參賽者擁有參賽作品的著作權或肖像權, 或已事先向相關版權持有人取得參賽作品或肖像的授權。
- 參賽者應採取必要措施, 防止肖像權相關的問題出現, 如提交作品前獲得被攝對象的同意。
- 參賽作品 (照片) 將不獲發還。
- 有關處理參賽者提交的個人資料, 請參閱報名表格。
- SHISEIDO PROFESSIONAL和漢高集團旗下的公司 (直接或間接附屬於Henkel AG & Co. KGaA的公司, 下稱「漢高集團公司」) 將共同使用參賽者的名字和參賽作品, 此等資料亦有機會在漢高集團公司的官方網站和社交平台展出。參賽者應細閱有關的私隱政策。
- 漢高集團公司在展出參賽作品前, 或會替作品加添影像效果, 如進行修剪、以所有或部分參賽作品製成拼貼圖、或加入電腦圖像以製作圖像或影片, 亦會就展出最終完成品的任何相關事宜作出決定, 包括無須事先獲得參賽者的同意而決定其名字會否與完成品同時展出。
- 比賽及獎項詳情或會因應實際情況而有所變更。任何變更將於SHISEIDO PROFESSIONAL的官方網站及社交平台公佈並於公佈當日生效。
- 若SHISEIDO PROFESSIONAL認為比賽或活動的進行、安全或公平性受到影響, 或因2019冠狀病毒病感染或其他SHISEIDO PROFESSIONAL無法控制的元素而難以舉辦比賽或活動, 或會推遲或取消所有或部分比賽或活動環節, 而有關的延期或取消決定將於SHISEIDO PROFESSIONAL的官方網站和社交平台公佈。
- 只有得獎者方有資格領取特別獎獎項, 獎項不得轉讓予第三者或兌換為現金。
- 參賽者一旦提交作品, 即被視為同意報名表格所訂明的條款及細則。
- 對於報名表格沒有訂明的事項, SHISEIDO PROFESSIONAL保留最終決定權。
- 若因違反以上規定而導致第三者蒙受損失, 參賽者須承擔全部責任和任何的相關費用。
- SHISEIDO PROFESSIONAL不會承擔參賽者因參與是次活動而招致的任何損失。
- All copyrights of submitted works are the property of Shiseido Professional Inc. An entrant shall not exercise the author's personality rights regarding the submitted work.
- An entrant shall be the owner of copyrights for copyrighted works or portraits contained in the submitted work, or have obtained a license for the said works or portraits from relevant copyright holders in advance.
- An entrant shall take necessary measures to prevent any portrait rights-related problems from arising, such as obtaining the consent of a photographed object in the submitted work.
- Submitted works (photographs) will not be returned.
- Please refer to the entry form for rules for the handling of personal information supplied by entrants.
- Entrants' names and their submitted works will be shared between Shiseido Professional and Henkel Group companies (direct or indirect subsidiaries of Henkel AG & Co. KGaA; hereinafter "Henkel Group Companies") and may be published on the official websites and social media accounts of Henkel Group Companies. Entrants are advised to carefully read the Privacy Policy.
- When publishing a submitted work, Henkel Group Companies may, at their discretion, add to the submitted work such image effects as trimming, make a collage that uses all or part of the submitted work, or add computer graphics to produce an image or video, and may decide on any matter regarding such final products to be published, including whether or not the entrant's name will appear in the finished product, without obtaining the prior consent of the entrant.
- Details of the contest and prizes may be subject to change. Any change shall be notified on the official website related to Shiseido Professional and shall take effect when it is published on the website.
- Shiseido Professional may postpone or cancel all or part of the competition or event if it determines that the smooth operation, safety, or fairness in judging of the competition or event may be adversely affected, or that it is difficult to hold the competition or event due to the situation with COVID-19 infections or other reasons beyond the control of Shiseido Professional. Specific actions regarding such postponement or cancellation will be announced on Shiseido Professional's official website and social media accounts.
- Only the winners of the extra prizes will be eligible to receive them. The prizes cannot be transferred to third parties or exchanged for cash.
- An entrant is deemed to have agreed the terms and conditions specified in the Entry Requirements upon submission of their work(s).
- Shiseido Professional shall have the right to make the final decision on matters not specified in the Entry Requirements.
- In the event that any damage is caused to third parties due to infringement of the above, the entrant in question shall be wholly responsible and bear any ensuing costs. Shiseido Professional shall not be liable for any loss incurred by an entrant in connection with their entry to this event.



與美學領創者同步同心
TOGETHER WITH BEAUTY CREATORS